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Presently pending in the current application are claims 1-4 and 6-39. Claims 5, and 40-42 are cancelled, claim 1 is currently amended and claims 2-4, 6-8, 12, 15-17, 26, 31, 32, 35, and 37 and claims 9-11, 13, 14, 19, 21, 22, 24, 25, 27-29, 34, and 39 were previously presented, and claims 18, 20, 23, 30, 33, 36, and 38 are original.

Rejections

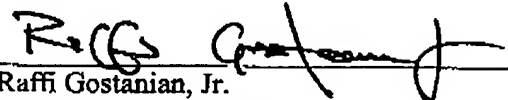
Claim 1 was rejected as being anticipated by Simmons (US 5,974,451). Applicant has amended independent claim1 to add the following limitations in conjunction with a method for communicating real-time to subscribers of an Internet Service Provider:

- Accessing, by a redirecting device, only subscriber upstream traffic to a destination site requested by the subscriber;
- Providing, by the redirecting device, the unique subscriber identification to a consolidating and management device, wherein the consolidating and management device is separate from the redirecting device; and
- If the bulletin message for the subscriber is not desired, allowing, by the redirecting device, a direct connection from the subscriber to the destination site to proceed normally, and sending, only by the destination site, downstream web traffic to the subscriber without forwarding the downstream web traffic by the redirecting device;

The above referenced limitations are not taught or suggested by Simmons. As such, Applicant believes currently amended claim 1, and the claims that depend from it, are in condition for allowance and respectfully requests they be passed to allowance.

Reconsideration of the rejection of currently pending claim 1 is thus respectfully requested.

Respectfully Submitted,


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